

Stock Code: 002032

Short Form: Supor

Announcement No.: 2022-047

Abstracts of Semiannual Report 2022 of Zhejiang Supor Co., Ltd.

I. IMPORTANT NOTES

This is the abstract of Semiannual Report. For detailed information, please refer to the full text of Semiannual Report as disclosed on cninfo.com.cn, the website of Shenzhen Stock Exchange and other websites designated by China Securities Regulatory Commission. All directors attended the board meeting to discuss and deliberate this Report.

Non-standard audit opinions

☐ Applicable ☒ Not Applicable

Profit Distribution Preplan of the Company's Common Shares

☐ Applicable ☒ Not Applicable

Profit Distribution Preplan of the Company's Preferred Stock

☐ Applicable ☒ Not Applicable

II. COMPANY FILE AND MAJOR FINANCIAL INDICATORS

1. Company Profile

Short Form of the Stock:	Supor	Stock Code	002032
Stock Exchange for Stock Listing	Shenzhen Stock Exchange		
Abbreviation of Changed Stock (if any)	None		
Contact Person and Contact Information	Board Secretary	Representative of Securities Affairs	
Name	Ye Jide	Fang Lin	
Address	23F of Supor Building, No.1772 Jianghui Road, New & High Tech Development Zone, Hangzhou, China	23F of Supor Building, No.1772 Jianghui Road, New & High Tech Development Zone, Hangzhou, China	
Tel.	0571-86858778	0571-86858778	
Email	yjd@supor.com	flin@supor.com	

2. Major Financial Data and Changes of Shareholders

(1) Major Financial Data

Does the company need to retroactively adjust or restate previous year's accounting data?

☐ Yes ☒ No

	This reporting period	Same period last year	Increased or decreased
Total sales (Yuan)	10,323,979,744.82	10,433,875,893.62	-1.05%
Net profit attributable to shareholders of listed company (Yuan)	932,849,164.03	865,590,446.89	7.77%
Net profit attributable to shareholders of listed company with non-recurring profit or loss deducted (Yuan)	909,114,292.90	860,175,721.67	5.69%
Net cash flows from operating activities (Yuan)	1,308,844,866.33	300,430,763.45	335.66%
Basic earnings per share (Yuan/share)	1.155	1.066	8.35%
Diluted earnings per share (Yuan/share)	1.155	1.063	8.65%

Weighted average return on net assets	12.31%	12.02%	0.29%
	End of this reporting period	End of last year	Increased or decreased
Total assets (Yuan)	12,471,477,330.05	13,899,456,422.16	-10.27%
Net assets attributable to shareholders of listed company (Yuan)	6,970,314,203.17	7,622,639,752.86	-8.56%

3. Share-holding Conditions of Top 10 Common Shareholders

Total number of common shareholders by end of reporting period	16,005	Total number of preferred stockholders with restored voting right (if any)			0	
Information on shareholders holding more than 5% stocks or information on top 10 shareholders						
Shareholder's name	Nature of shareholder	Proportion of share-holding	Number of shares held at period-end	Number of restricted outstanding shares	Number of stocks pledged or frozen	
					State of shares	Quantity
SEB INTERNATIONALE S.A.S	Foreign legal entity	82.44%	666,681,904	0		
Hong Kong Securities Clearing Company Ltd.	Foreign legal entity	8.43%	68,164,438	0		
Ningbo Bank-Zhongtai Xingyuan Value-selected Flexible Complex Securities Investment Funds	Others	0.70%	5,689,830	0		
Fidelity Mutual Fund & Investment Management - Customers' Capital	Foreign legal entity	0.31%	2,529,922	0		
China Merchants Bank-Zhongtai Yuheng Value-selected Flexible Complex Securities Investment Funds	Others	0.27%	2,192,383	0		
BNP Paribas - Own Funds	Foreign legal entity	0.27%	2,150,145	0		
National Social Security Fund No. 502	Others	0.23%	1,862,265	0		
Industrial Bank-Zhongtai Xingwei Value-selected Complex Securities Investment Funds	Others	0.21%	1,680,777	0		
BARCLAYS BANK PLC	Foreign legal entity	0.17%	1,386,091	0		
Bank of Communications-E-Fund Kerui Flexible Complex Securities Investment Funds	Others	0.16%	1,314,314	0		
Related relationship among the above shareholders or concerted parties		Ningbo Bank-Zhongtai Xingyuan Value-selected Flexible Complex Securities Investment Funds, China Merchants Bank-Zhongtai Yuheng Value-selected Flexible Complex Securities Investment Funds and Industrial Bank-Zhongtai Xingwei Value-selected Complex Securities Investment Funds, all of which belongs to Zhongtai Fund. It is not aware of whether other shareholders are associated with each other, and whether they are persons acting in concert as stipulated in the Measures for the Administration of the Acquisition of Listed Companies.				
Information on top 10 common shareholders involved in securities margin trading business (if any)		None				

4. Changes of the Controlling Shareholder or the Actual Controller

Change of controlling shareholder in the reporting period

☐ Applicable ☒ Not Applicable

No change of controlling shareholder occurred in the reporting period.

Change of actual controller in the reporting period

☐ Applicable ☒ Not Applicable

No change of actual controller occurred in the reporting period.

5. Number of Shareholders of the Company and Share-holding Conditions of Preferred Stock

☐ Applicable ☒ Not Applicable

No preferred stock existed in the reporting period.

6. Corporate Bonds

None

III. SIGNIFIVANT EVENT

Business Operation Brief

1. Product strategy

During the reporting period, Supor sustainably promoted the innovation strategy and new product development strategy of "centering on the consumers", with the help of big data on the internet, deeply tapped the users' demands of the subdivided consumers and different scenarios, continuously provided smart product solutions, met more diversified consumer demands and provided more considerate and all-around consumer experience.

In the business of open fire cookware, Supor has continuously explored consumer demand and accelerated the expansion of products with core market competitiveness. In the first half of 2022, the Company launched the ti-authentic uncoated non-stick wok, which created the uncoated technology. The well-loved product won the first place in the "618 Most Popular and New Item List in JD.COM".

In the business of small domestic appliance, Supor adheres to the differentiated product innovation strategy at all times, and constantly rolls out innovative and intelligent products which provide creative functions for healthy and nutritious cooking. In the category of electric rice cooker, Supor launched a small-capacity far-infrared IH rice cooker for small families, further consolidating the advantages of far-infrared series. Featuring the removable and washable technology and the design of differentiated removable and washable glass cover of air fryer, make cleaning much more easily and thoroughly. The first stirring health kettle launched in the industry. The ingredients could be cooked thoroughly to better meet the "health" needs through stirring. In addition, Supor keeps a close pace with the development of science and technology, and rolls out a brand-new "IOT Convenient Cuisine Pot", which combines science and technology with cooking, and the function of "NFC Touch" has been applied to quickly realize human-computer interaction. The versatile multi-cooker, Xiao C chef., is a hot-selling product, which wins the first place in the positive comment list of "618 Tmall Cooking Pot" and the first place in the sales volume of "618 JD.COM POP Cooking Robot".

Meanwhile, Supor persistently promoted the development of H&PC appliance, and launched a new floor washer M1. Supported by the "edge" cleaning technology, it cleaned with sterilized electrolyzed water, easily eliminating hidden bacteria, and creating a healthy environment for our family. In addition, as for the category of clothes steamer, Supor continues to keep its leading position in the industry. According to the monitoring data of AVC, the total online market shares of Supor's product category of clothes steamer reached 12.7% in the first half of 2022, ranking second in the industry.

As for the business of large kitchen appliance, Supor continued to enhance the development in the branding of large kitchen appliance, launched differentiated far-infrared heating, steaming and baking integrated stoves, and cooperated with sports star Zhang Jike to further expand its product influence. During the "618 Promotion", the sales of integrated stoves increased by more than 450% year-on-year. According to the monitoring data of AVC, the total online market shares of Supor's product category of gas stove reached 15.5% in the first half of 2022, ranking first in the industry.

2. Channel strategy

With the accelerated integration of online and offline markets, Supor remained "centering on the consumers", kept optimizing its channel layout based on the changes in consumers' purchase paths, thereby meeting the purchase needs of different consumers with multi-channel and multi-mode layout matrices. Supor always insisted on winning the trust of consumers with excellent product quality and obtaining the support of distributors and retailers by virtue of excellent services.

In terms of online channels, Supor continues to promote the online channel transformation strategy and optimize the store matrix and product sales structure. In the first half of 2022, the Company's e-commerce business maintained rapid growth, and its proportion to Supor's overall domestic sales continued to increase. Thanks to the steady advancement of one stock inventory model and DTC strategy, Supor's sales during "618 Promotion" increased by 13.3% on a year-on-year basis. Meanwhile, Supor actively developed interest-based platforms and continuously improved its operational capabilities, and its Pinduoduo and TikTok businesses grew rapidly. In the first half of 2022, Supor ranked first in the small kitchen appliance industry in the TikTok channel. In addition, Supor attaches importance to member operation and takes advantage of marketing cloud platform to strengthen consumer operation and life cycle management, provide users with high-value services, continuously improve satisfaction and attract more members.

In terms of offline channels, due to the pandemic in the second quarter, customers flow in offline channels decreased, and the operation of offline channels faced challenges in the first half of 2022. However, Supor has been working with channel clients and agents to actively respond, expand brand alliances and integrate brand resources, and thus remaining the solid market position. Supor maintains rapid growth among tier-1 and 2 markets by promoting community group buying and home delivery business, and

continues to enhance the cooperative relationship with head platforms to seize the opportunities of new channels. Besides, Supor continues to promote and further deepen the development strategy for tier-3 and 4 markets, strengthen and promote comprehensive cooperation with E-commerce platforms among the O2O channel in lower-tier cities, and give full play to the advantages of medium- and high-end product differentiation and agency stability with a view to creating new growth points of the Company in the tier-3 and 4 markets.

In terms of export business, due to geopolitical instability such as Russia-Ukraine War and high level of inflation among overseas countries, the demand of overseas markets such as Europe and America declined in the first half of 2022. In order to actively respond to the instable international market, the main customers for export sales take active control on the inventory level of local channels, therefore the Company's export business has declined after two consecutive years of rapid growth.

Zhejiang Supor Co., Ltd.

Board Chairman: Thierry de LA TOUR D'ARTAISE

August 31, 2022